

BUSINESS COMMUNICATIONS I

Units of Credit: Semester (.5)

CIP Code: 520551

Prerequisites: None

COURSE DESCRIPTION

Business Communications impacts all aspects of our lives. This introductory course will teach students to communicate in a clear, courteous, concise, and correct manner on both personal and professional levels. Competency will be developed in oral, written, interpersonal, technological, and employment. Listening skills will be incorporated throughout the semester. The overriding goal is to provide students with a solid communication base so they are able to communicate effectively.

Core Standards	
STANDARD 0000-01	Students will identify the communication process and practice effective nonverbal communication skills.
OBJECTIVES 0101	Identify the six steps of the communication process.
0102	Practice acceptable nonverbal skills in personal and professional communications.
0103	Alter a message by using nonverbal communication.
0104	Communicate with one another only using nonverbal communication...gestures, body language, eye contact, etc.
STANDARD 0000-02	Students will communicate using correct usage and mechanics
OBJECTIVES 0201	Practice correct spelling and grammar and use that correct spelling and grammar in their oral and written communications
0202	Practice correct punctuation and use that correct punctuation in their written communications
0203	Identify misplaced modifiers, redundancy, lack of parallelism, and incorrect word choice and revise to correct these problems
0204	Communicate in a clear, courteous, concise, and correct manner; select language befitting the situation.
STANDARD 0000-03	Students will develop and practice effective oral communication skills.
OBJECTIVES	

0301	Practice correct pronunciation and enunciation.
0302	Communicate in a clear, courteous, concise, and correct manner when giving oral instructions. Select language befitting the situation.
0303	Demonstrate the proper use of telephone techniques and manners.
0304	Identify regional, international, and cultural differences in communications.
0305	Participate in group discussion and role-play personal and professional situations.
0306	Express opinions and talk about issues positively and tactfully.
0307	Plan and present short presentations, individually, or as a group member.
STANDARD 0000-04	Develop a list of new vocabulary words, confusing homonyms, and technical and business terms.
OBJECTIVES 0401	Read and follow simple directions.
0402	Select correct reading methods for a particular situation (e.g. skimming, scanning, speed reading, and in-depth reading).
0403	Identify propaganda, biased writing, and literal and inferential statements.
0404	Practice reading techniques including speed, comprehension, and retention.
STANDARD 0000-05	Students will compose effective written communications.
OBJECTIVES 0501	Use the writing process to compose e-mails, memos, and letters including determining audience and purpose; brainstorming, outlining, and organizing to produce a rough draft; and revising to create polished documents which are logical, coherent, and unified.
0502	Compose and produce a variety of mailable business letters, memos or e-mail in each of the following areas: everyday/routine persuasive, and bad news.
0503	Format letters using Block Style and Modified Block Style and memos in formal format.
0504	Edit and revise personal work as well as that of others.
STANDARD 0000-06	Students will develop and practice proficient listening skills.
OBJECTIVES 0601	Practice following oral directions.
0602	Record complete and accurate telephone messages.
0603	Listen attentively by taking accurate notes or completing forms.
0604	Demonstrate courtesy and respect for the speaker

	through attentive listening.
0605	Identify and overcome major barriers to listening.
STANDARD 0000-07	Students will apply basic social communications skills in personal and professional situations by demonstrating competence, ethics, leadership, and interpersonal skills.
OBJECTIVES	
0701	Demonstrate proper respect for authority.
0702	Practice and consider the process for conflict resolution.
0703	Study the types of discriminations and their impacts.
0704	Demonstrate correct responses to passive, assertive, and aggressive behaviors.
0705	Explore positive leadership skills, techniques, and styles.
0706	Explain the importance of following chains of command.
0707	Incorporate standards of personal ethics into effective communication.
STANDARD 0000-08	Students will use technology to enhance the effectiveness of communications.
OBJECTIVES	
0801	Demonstrate basic keyboarding and computer skills.
0802	Demonstrate basic keyboarding and computer functions using basic software applications.
0803	Refine and enhance documents using electronic spell check, thesaurus, grammar check, layout, design, and graphics as needed.
STANDARD 0000-09	Students will integrate all forms of communication in the successful pursuit and retention of employment. *** (Optional in Business Communications 1 if Business Communications 2 will be taught)
OBJECTIVES	
0901	Write an effective application letter and resume.
0902	Complete a job application form properly.
0903	Role-play interview situations and demonstrate fitting attire and nonverbal communication.
0904	Consider qualities that employers expect in employees.
0905	Examine legal and illegal employment practices.
0906	Explore job search strategies and sources for job placement.
0907	Differentiate among suitable business attire (e.g. casual, business-casual, professional business, and formal attire)

	and select correct attire for specific situations.
0908	Demonstrate work ethics in a business environment.
0909	Practice basic etiquette and manners in given situations.
0910	Explain the role self-concept plays in one-s personal and professional life.
0911	Explain the importance of following chains of command.
0912	Investigate office relationships, sexual harassment, office politics, ethics, customer and employee rights, tact, courtesy, and correct business behavior.